

(Chrono File)

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24 April 1986

NOTE FOR THE RECORD

SUBJECT: NIEs and Video

This morning [] of CPAS showed our staff meeting two more recent CPAS cassettes, [] We had a good short discussion session thereafter.

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This outing rekindles my certainty that video (or movie) presentations, because they engage more of one's senses, make a far bigger impact on hearers' attention than do narrative paragraphs and a few graphics -- as in our usual NIEs. Therefore, we should become more alert to the question of whether a future NIC might do a better job on impact if we got into the video game as well.

I've talked with Sara about this, and we have determined that we will soon pick a future estimate and try out with CPAS an experimental presentation of the Key Judgments. This would mean our writing a draft script for CPAS, based on draft or approved Key Judgments. We would want to pick some subject that would particularly lend itself to such treatment: [] rather than some more complex or amorphous subject.

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I hereby authorize Sara to needle me on this subject from time to time, so that I do not forget about it.


Hal Ford

cc: []

Graham Fuller
Hal Ford
Ford Chrono

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